

Vision 21 Implementation Committee
Minutes – March 18 , 2004

(Accepted May 6, 2004)

Members Present: Meg O'Brien Victoria Haase, Matt Hausmann, Tim Higgins, Sara Oaklander, Jennifer Page, Paul Solomon, Barry Winston

Members Absent: Jenny Fallon, Joe Greene, Bill Hofmann

1. The meeting was called to order at 7:05 by the Chair, Jennifer Page.
2. **Review of Minutes.** Approved meeting minutes of January 8, 2004; January 22, 2004; and February 5, 2004.
3. **BEDPG Update.** BEDPG spent its last meeting reviewing its progress and looking at steps for moving forward. Meeting notes were sent to BEDPG and to Vision 21.
 - **BEDPG Objectives.** The group is very mindful about its primary designation as a planning” group and not a “doing” group. They will continue their work developing a plan to present to the Selectmen. One piece that must still be undertaken is a study of what other towns do regarding advocacy and marketing; the goal of finishing this work is Fall, 2004. BEDPG will be looking to identify who should be doing the different things (e.g., business advocacy) that will need to happen on an ongoing basis.
 - **BEDPG Membership/Involvement.** The difficulty of getting enough people involved was raised. It was also discussed that we need to encourage the Chamber of Commerce to step up its activities in Belmont.
 - **Marketing Belmont.** BEDPG questioned who will market the town to prospective businesses. This came up because of a number of businesses that have or will close. There is no clear answer to this question.
 - **Permitting.** Tim provided an update on permitting. There is nothing on the Warrant for Town Meeting. A number of things are happening, but more progress is needed before it comes to Town Meeting. Tim would like the Planning Board to be more involved. Paul and Tim will work together to figure out how to make this happen. It was suggested that some PR is needed on what has been accomplished to date. This should only be undertaken once there is a plan for the additional work. Also, Barry suggested that Sara speak to Mary Jane Bohart of Lexington, who runs their Chamber of Commerce and was their Economic Development officer some years ago.
 - **Belmont Center Parking.** Sara asked: what is the mechanism to move on parking for the Claflin lot and to look at different financing mechanisms? It was agreed that Dave Johnson will put a proposal together for the Board of Selectmen.
 - **Appreciation of BEDPG.** The group acknowledged all of the efforts and progress the group has made under the direction of Sara Oaklander.
4. **Update on the Waverley Fire Station.** Funding was secured from the state to look at ideas for the redevelopment of the Waverley fire station. The Steering Committee held a series of forums to gather input on the redevelopment. There is strong sentiment that the property is part of the residential area of Waverley. Others value its importance as a community anchor, be it public use or economic use. It was noted that questions still exist about the structural integrity of the building.
5. **Alcohol Issue.** The referendum on having 3 licenses is on the April 5 ballot. Vision 21 needs to do some advocacy on the issue, so Jennifer is writing an op ed piece for next Thursday's

Citizen Herald. The League of Women Voters will be bringing up this question at the Candidates' debate on March 25. Eric Smith has been raised as a candidate for speaking in favor of the referendum. Jennifer will be checking with Eric Smith to see if he is interested and she will write an op ed piece for the paper.

- **Op Ed Piece.** Jennifer asked what points should be covered? It was suggested that the piece start with the BEDPG survey saying citizens want restaurants. And in order for restaurants to come in, they need alcohol to maintain profitability. It was also suggested that we talk to folks in Arlington and Lexington, as neither town experienced problems when they added similar licenses. If anyone has additional ideas, send them on to Jennifer.

6. **Environmental Fair.** The first organization meeting was held, during which many ideas were generated. The group is looking to hold the fair at the high school field house or cafeteria.

- **April Environmental Fair.** We have also been in contact with Jerry Weiss who is organizing an Environmental Fair at the Temple on Sunday, April 4. She works for the EPA and has volunteered to serve on the Steering Committee for our fair this Fall.

- **Lincoln** will hold a "green fair" on March 28; open to the public.

- **Current** Meg mentioned the stenciling project that the Sunday School at the Unitarian Church is doing.

- **Event Planning.** Jennifer asked for thoughts about what are the logistical tasks necessary to pull together our fair? Ideas include publicity, setup, clean-up, locating exhibitors, fund raising, operations (running the event), content development, parking, police detail, fire detail, refreshments, overall PR (e.g. cable tv), education sessions, special guests, staffing, handouts, custodial needs, table rental, media needs of exhibitors, designing a logo, preparing a budget. Matt suggested we find an events planner to guide us (volunteer basis.) Matt agreed to follow up on this.

- **Objectives.** The group agreed that we need to clearly define the objectives and related measurement criteria for the event. What will be the measure of success? Some suggestions included encouraging folks to sign a pledge; conducting a mini-survey, possibly with related raffle prizes; looking for some initiatives (and volunteers to staff them!) to emerge; asking exhibitors to have sign-in forms. Participation in some of the poster-writing areas would be another criterion.

- **Miscellaneous.** It was suggested that we include Donna Moultrup and the MBTA. There needs to be a behavior change component to the event.

7. **Next meeting** is scheduled for April 1.

Respectfully submitted,

Matt Hausmann,
Secretary Pro Tem